



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision **305674 /** **MI Quality Homecare Initiative**

Original Date / Revision Agency Com 15%

09/13/12 09/13/12 Billing Contact

Advertiser **MI Quality Homecare Initiative**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1539 Week 3**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	98	\$81,536.25	\$95,925.00	0.00	10/01/12	10/22/12	98	\$81,536.25	\$95,925.00
Totals	98	\$81,536.25	\$95,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/16/12	10/22/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--		4				\$150.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$150.00		0.00			
2	WXYZ	10/16/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--		4				\$400.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$400.00		0.00			
3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00



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Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1539 Week 3**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 2222--					8	\$900.00		0.00			
		Week: 10/22/12	10/28/12	2-----					2	\$900.00		0.00			
4	WXYZ	10/20/12	10/20/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Action News SAT 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$250.00		0.00			
5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$350.00		0.00			
6	WXYZ	10/20/12	10/20/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SAT 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$350.00		0.00			
7	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$350.00		0.00			
8	WXYZ	10/21/12	10/21/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$350.00		0.00			
9	WXYZ	10/16/12	10/22/12	M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
10	WXYZ	10/16/12	10/22/12	M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111--					4	\$400.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$400.00		0.00			
E 11	WXYZ	10/16/12	10/22/12	12p Noon News	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
				12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
12	WXYZ	10/16/12	10/22/12	M-F 4-5pm	CM	4-5pm M-F	11-1---	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-1---					2	\$900.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$900.00		0.00			
13	WXYZ	10/16/12	10/22/12	5p News	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111--					4	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,000.00		0.00			
14	WXYZ	10/16/12	10/22/12	6p News	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1539 Week 3**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WXYZ	10/16/12	10/22/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
E 15	WXYZ	10/16/12	10/22/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
E 16	WXYZ	10/20/12	10/20/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/15/12-10/21/12		Access Saturday		7-8pm Sat	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 16.2															
[inv code is EARLY NEWS SA 7pm]															
2	NXYZ	10/20/12-10/20/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 16.1 10/20															
17	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$750.00		0.00			
E 18	WXYZ	10/17/12	10/19/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--1-1--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1-1--					2	\$1,800.00		0.00			
E 19	WXYZ	10/16/12	10/22/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11-1-1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-1-1-					3	\$2,000.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$2,000.00		0.00			
E 20	WXYZ	10/16/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$750.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$750.00		0.00			
21	WXYZ	10/16/12	10/22/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$250.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$250.00		0.00			
22	WXYZ	10/16/12	10/22/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$150.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$150.00		0.00			
23	WXYZ	10/20/12	10/20/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$250.00		0.00			



WXYZ

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Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1539 Week 3**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$550.00		0.00			
25	WXYZ	10/22/12	10/22/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$10,000.00		0.00			
26	WXYZ	10/16/12	10/16/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$5,000.00		0.00			
27	WXYZ	10/18/12	10/18/12	Thursday Prime A Last Resort	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$4,000.00		0.00			
28	WXYZ	10/19/12	10/19/12	Friday Prime A Shark Tank	CM	8-9pm Friday	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,000.00		0.00			
29	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$3,000.00		0.00			
30	WXYZ	10/21/12	10/21/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$3,000.00		0.00			
31	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$250.00		0.00			
E 32	WXYZ	10/16/12	10/22/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--					4	\$750.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$750.00		0.00			
E 33	WXYZ	10/20/12	10/20/12	SA 1a-2a SA Unit	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$175.00		0.00			
34	WXYZ	10/21/12	10/21/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$250.00		0.00			
35	WXYZ	10/17/12	10/17/12	Wednesday Prime A Middle/Suburgatory	CM	8-9pm Wednesday	--W----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$4,500.00		0.00			
Totals													98	\$95,925.00	